

FIG. 1

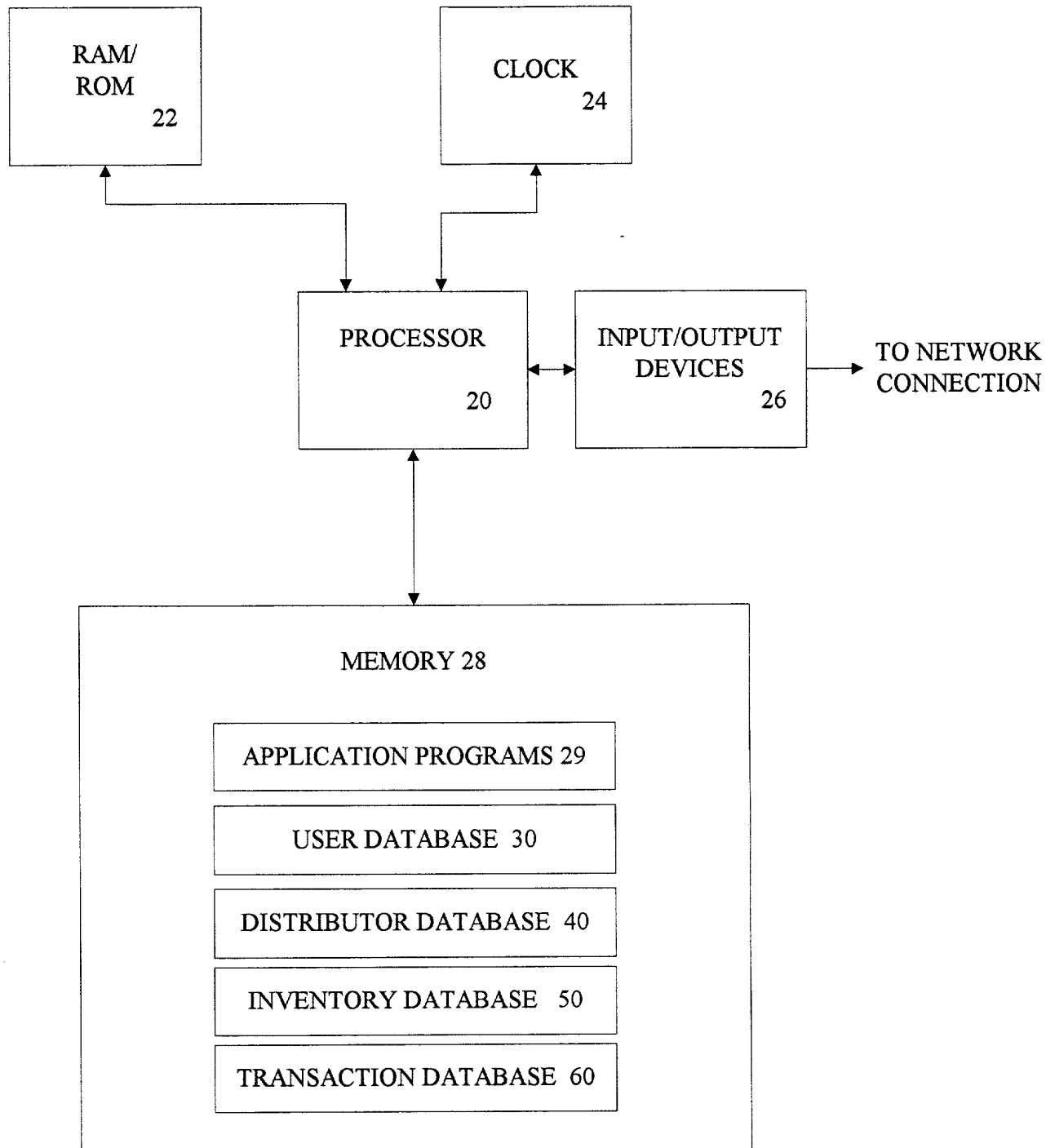


FIG. 2

USER NAME 32	USER IDENTIFIER (ID) 34	USER ADDRESS 36	USER TELEPHONE 38	FINANCIAL ACCOUNT IDENTIFIER 39
CUSTOMER A	A1234	1 MAIN STREET NEW YORK, NY 10001	(212) 555-8090	4128 0000 1111 2221
CUSTOMER B	B3456	10 ELM STREET BOSTON, MA 02122	(517) 555-9121	5247 1123 4456 7789
CUSTOMER C	C4567	137 SPRING STREET ATLANTA, GA 30303	(678) 555-1232	8088 1467 123

30

FIG. 3

DISTRIBUTOR NAME 42	DISTRIBUTOR IDENTIFIER (ID) 44	DISTRIBUTOR ADDRESS 46	EMPLOYEE IDENTIFIER (ID) 47	TERRITORY 48	MARKUP 49
DISTRIBUTOR A	AD123	200 W. 42ND STREET NEW YORK, NY 10010	EMPLOYEE A EMPLOYEE B	10010 - 10025	2.2
DISTRIBUTOR B	BD124	1 CHARLES STREET BOSTON, MA 02122	EMPLOYEE C	MASSACHUSETTS (EXCLUSIVE)	1.5
DISTRIBUTOR C	CD125	1 OLYMPIC WAY ATLANTA, GA 30301	EMPLOYEE D EMPLOYEE E	SOUTHEASTERN U.S.	1.3

FIG. 4

DISTRIBUTOR IDENTIFICATION (ID) 52	PRODUCT TYPE 54	PRODUCT IDENTIFICATION (ID) 56	SERIAL NUMBER 58
AD123	HOF DIAMOND 1.25c	H1	HOF15125
BD124	HOF DIAMOND 0.78c	H2	HOF2078
CD125	HOF DIAMOND 2.20c WITH SETTING	H3	HOF1220-S1

50

FIG. 5

CUSTOMER IDENTIFIER (ID) 61	TRANSACTION IDENTIFIER (ID) 62	DATE/TIME 63	PRODUCT IDENTIFIER (ID) 64	MODE OF DELIVERY 65	INSCRIPTION 66	MESSAGE 67	CREDIT 67A	DISTRIBUTOR 68	INSURANCE 69
A1234	XP100	6/1/2000	H1	ONLINE	NO		YES		NO
B3456	XP101	6/1/2000 10:00PM	H2	OFFLINE	NO		NO	BD124	YES
C4567	XP102	5/31/2000	H3	OFFLINE	YES	"I LOVE YOU"	YES	CD125 EMPLOYEE 5	YES

60

FIG. 6

70

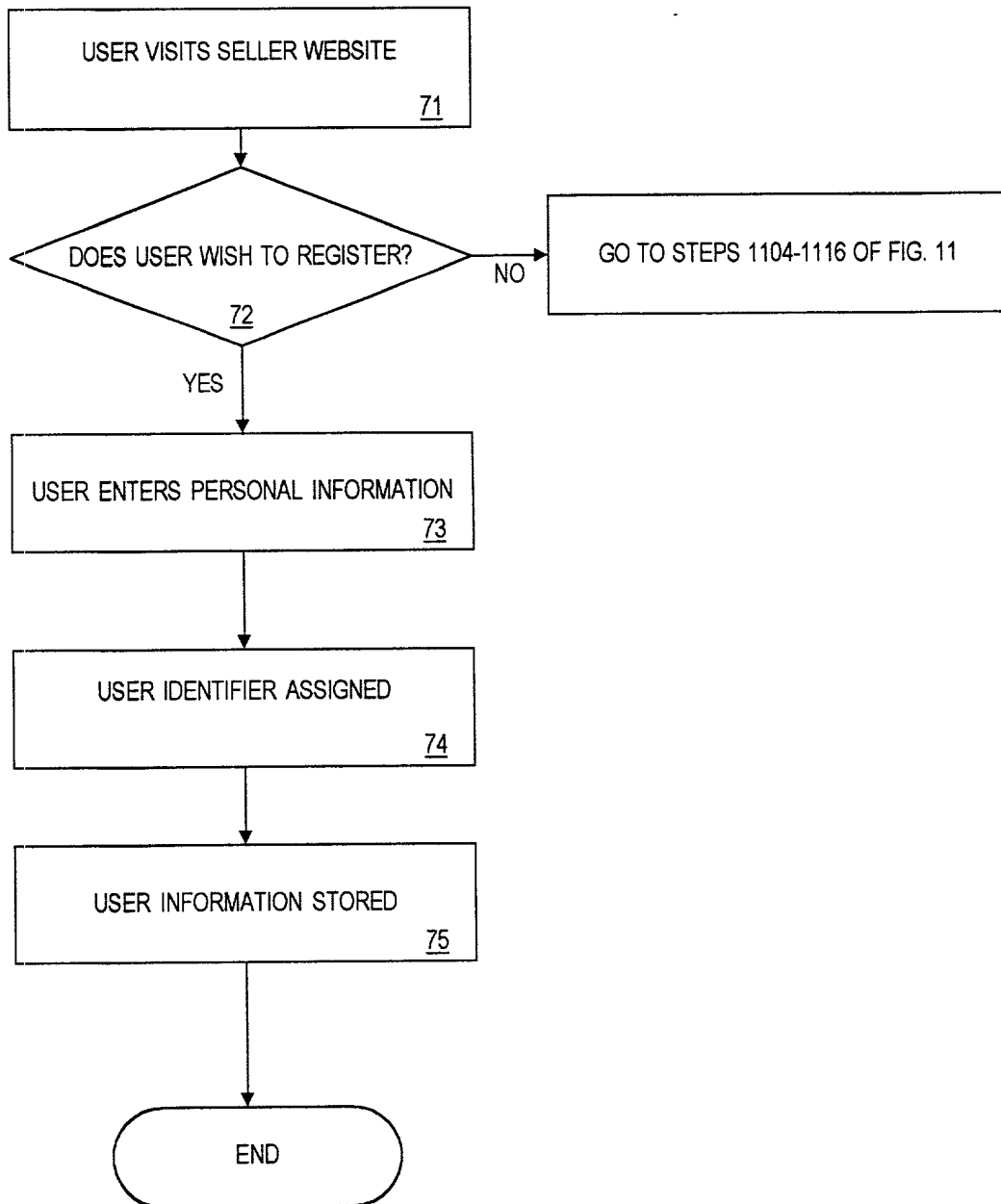


FIG. 7

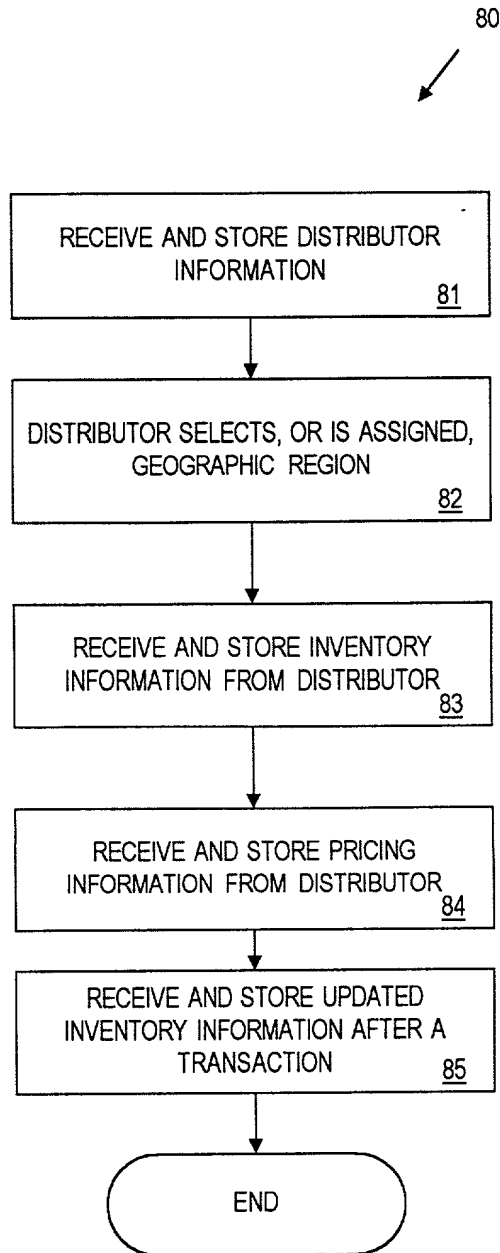


FIG. 8

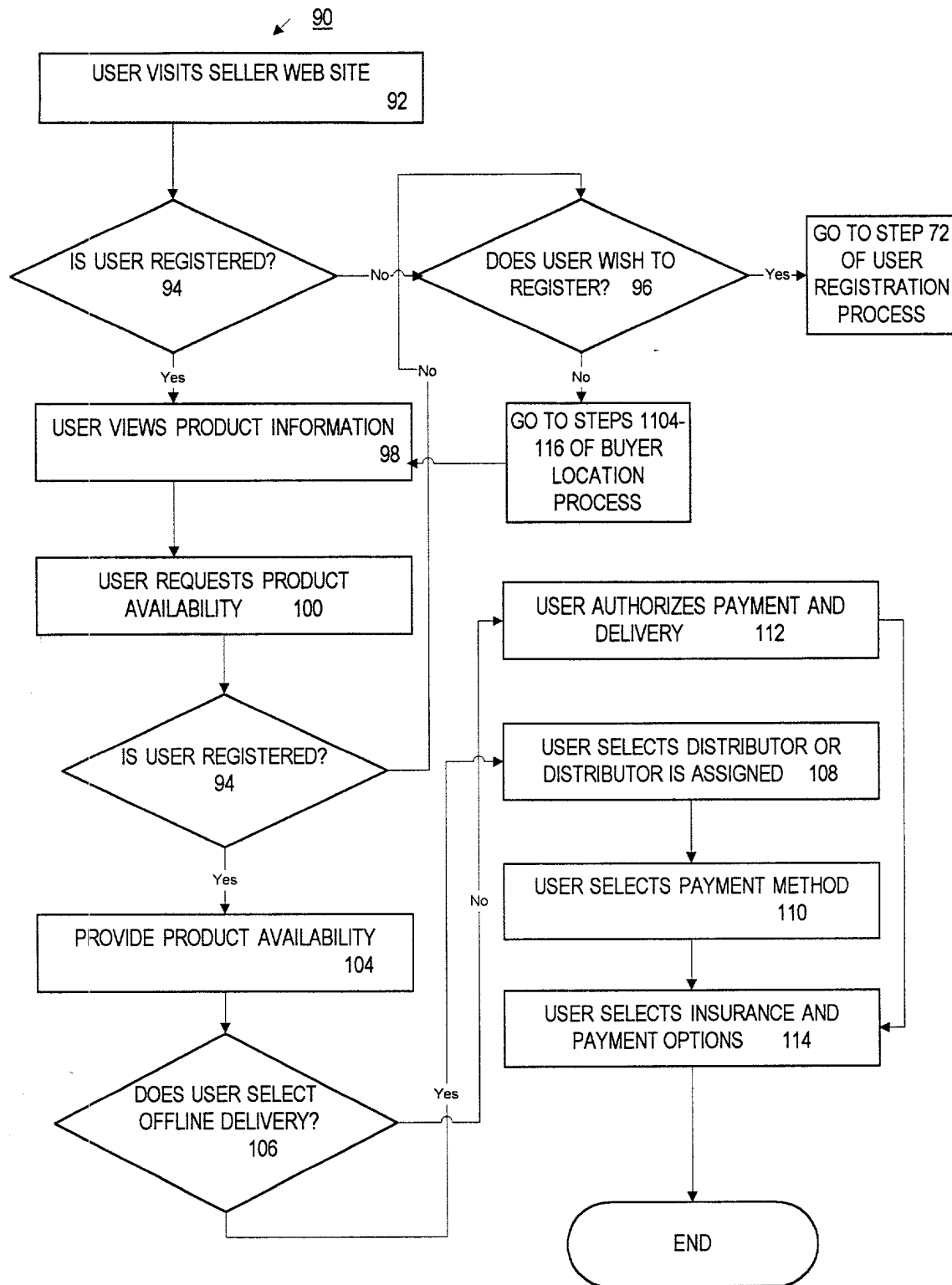


FIG. 9

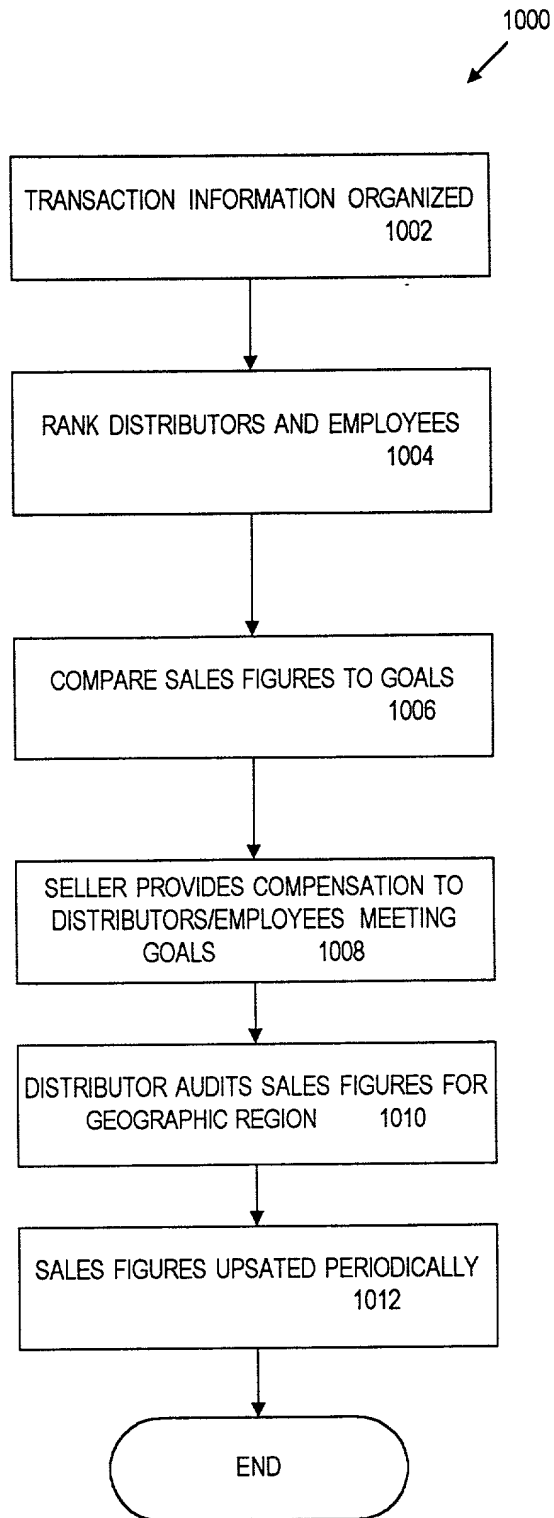


FIG. 10

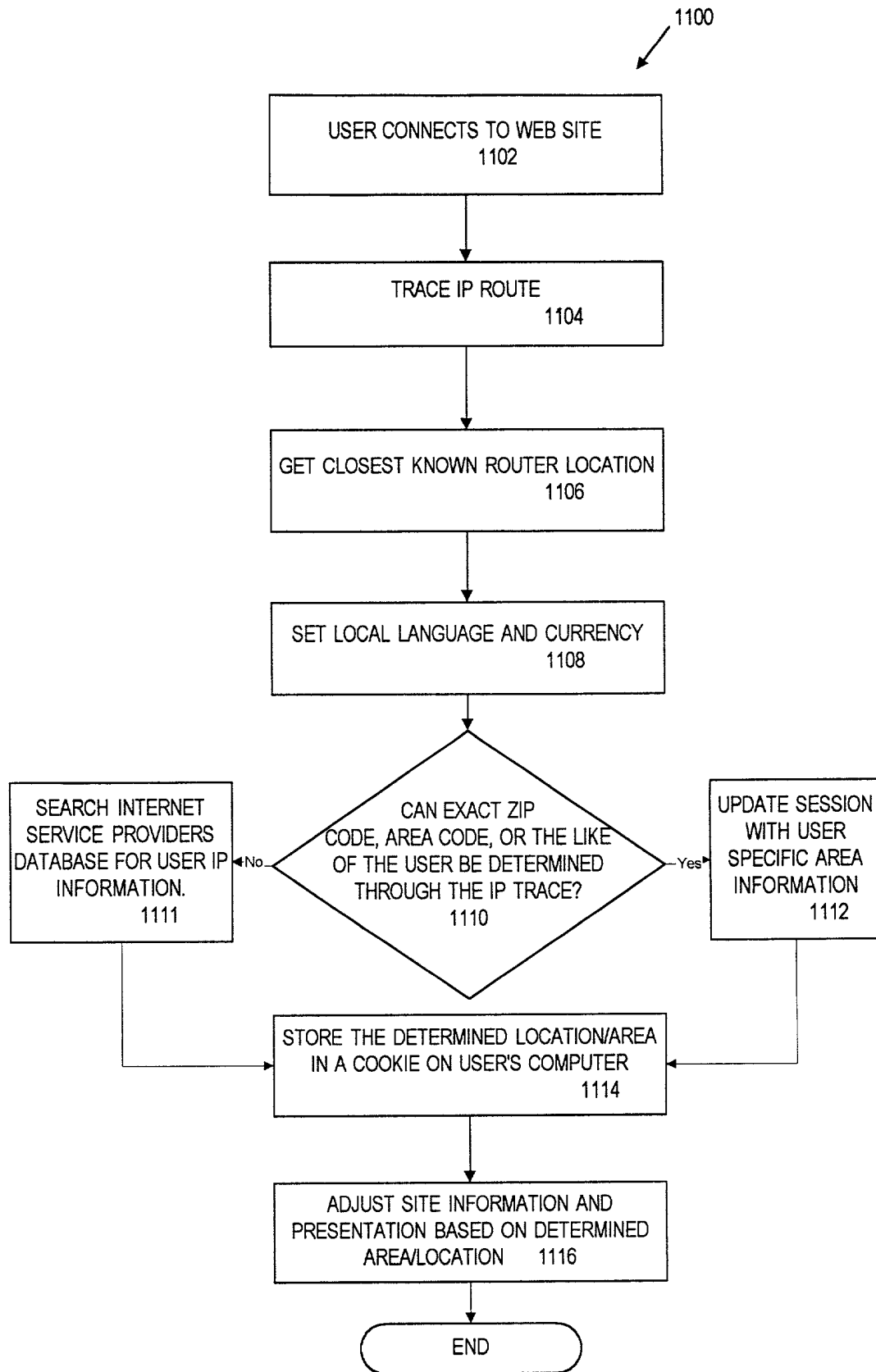



FIG. 11


1,0001 Reasons

HEARTS ON FIRE
THE WORLD'S MOST PERFECTLY CUT DIAMONDS


The Heart

The Art

The Fire

- [Shop for a Diamond](#)
- [Find A Jeweler Near You](#)
- [The Diamond Wizard](#)
- [Our Guarantee](#)
- [Inscribe Your Diamond](#)
- [Insure Your Diamond](#)
- [About Hearts On Fire](#)

*the woman you've found is perfect...
should the diamond be anything less?*




Welcome to Hearts On Fire.

Discover an extraordinary collection of the world's most perfectly cut diamonds.

See for yourself how our diamonds are so exquisitely cut and perfectly polished that their fire and brilliance are unmatched anywhere in the world.

Visit the **Diamond Wizard** to learn the ABCs of the 4 Cs, get the Diamond FAQs, send the Wizard your questions, see 1,001 Reasons to choose a Hearts On Fire diamond, and more.



[Go to Page](#)

[Order a Hearts On Fire Video](#)

[Click here for a copy of The Heart, The Art, The Fire](#)

This beautiful infographic tells the story of the most perfectly cut diamond.

[Preview the video](#)

Jewelers:

Learn how to become an authorized retailer.

If you are already a member of our team, log in here.

Other things to do on our site...

- [Hearts On Fire in the news: Click here for the Press Center.](#)
- [Beware of imitations! Read how to make sure your Hearts On Fire diamond is authentic.](#)
- [Check out our interactive Proportion Scope™. The scope demonstrates the perfect cut of our diamonds.](#)
- [Take our Guided Tour \(it's fast\) to learn about Hearts On Fire diamonds and why they are so special.](#)

1201

1200

FIG. 12

SHOP FOR A
DIAMOND

FIND A JEWELER
NEAR YOU

THE DIAMOND
WIZARD

INSERBE YOUR
DIAMOND

INSURE YOUR
DIAMOND

HEARTS ON FIRE
GUARANTEE

/
1201

One of the great things about buying a Hearts On Fire Diamond is that they're also sold at authorized jewelry stores across the country. If you want to see a Hearts On Fire diamond with your own eyes, use our web site to find the retailer closest to you. Then go see for yourself. The difference is perfection, a difference you can see.

And, if you ever want your diamond cleaned, need an appraisal, or have any questions, help is always right around the corner.


Fill in the text fields below to find a jeweler in your area:

Enter your zip code:

No further than:

miles

— or —

Select A Non-Zip Area 

◀ Reset

Find a Jeweler ▶

/
1300

FIG. 13

SHOP FOR A
DIAMOND

FIND A JEWELER
NEAR YOU

THE DIAMOND
WEARE

INSCRIBE YOUR
DIAMOND

INSURE YOUR
DIAMOND

HEARTS ON FIRE
GUARANTEE

1400

Browse through our extraordinary collection. We are certain you'll see a diamond that will be "love at first sight." Since we have an extensive array of diamonds in stock today, you can have the one you love right away. (If you desire a diamond of two carats or more that you don't see here, please contact us and we'll be glad to custom create one specially for you.)

And no matter what size, color, or clarity you select, you can be sure that your Hearts On Fire diamond will be perfectly cut and perfectly beautiful.

Selecting the perfect diamond....

Shape: Round

Priced from \$ to \$

Size from carats to carats

Color from to [Show me](#)

Clarity from to [Show me](#)

Find My Diamond ►►

FIG. 14

SHOP FOR A
DIAMOND

FIND A JEWELER
NEAR YOU

THE DIAMOND
WEARE

INSCRIBE YOUR
DIAMOND

INSURE YOUR
DIAMOND


HEARTS ON FIRE
GUARANTEE

/1500

Sort by

	Carats	Color	Clarity	Price (\$)	
Update My Ring	0.71	F	VS2	6,768.00	<input type="button" value="Vi"/>
Update My Ring	0.71	G	VS1	6,768.00	<input type="button" value="Vi"/>
Update My Ring	0.71	F	VS2	6,778.00	<input type="button" value="Vi"/>
Update My Ring	0.71	F	VS2	6,778.00	<input type="button" value="Vi"/>
Update My Ring	0.71	F	VS1	6,466.00	<input type="button" value="Vi"/>
Update My Ring	0.71	G	VS1	6,787.00	<input type="button" value="Vi"/>
Update My Ring	0.71	G	VS1	6,797.00	<input type="button" value="Vi"/>
Update My Ring	0.71	F	VS2	6,816.00	<input type="button" value="Vi"/>
Update My Ring	0.71	F	VS2	6,816.00	<input type="button" value="Vi"/>
Update My Ring	0.71	F	VS2	6,816.00	<input type="button" value="Vi"/>
Update My Ring	0.71	G	SI1	5,862.00	<input type="button" value="Vi"/>
Update My Ring	0.71	H	SI1	5,316.00	<input type="button" value="Vi"/>
Update My Ring	0.71	G	VS1	6,816.00	<input type="button" value="Vi"/>
Update My Ring	0.71	H	VS1	6,134.00	<input type="button" value="Vi"/>
Update My Ring	0.71	H	VS1	6,143.00	<input type="button" value="Vi"/>
Update My Ring	0.71	F	VS1	6,521.00	<input type="button" value="Vi"/>
Update My Ring	0.71	G	VS1	6,835.00	<input type="button" value="Vi"/>
Update My Ring	0.71	F	VS2	6,835.00	<input type="button" value="Vi"/>
Update My Ring	0.71	H	VS1	6,160.00	<input type="button" value="Vi"/>
Update My Ring	0.72	F	VS2	6,864.00	<input type="button" value="Vi"/>
Update My Ring	0.72	F	SI1	6,470.00	<input type="button" value="Vi"/>
Update My Ring	0.72	G	VS1	6,912.00	<input type="button" value="Vi"/>

FIG. 15



HEARTS ON FIRE
THE WORLD'S MOST PERFECTLY CUT DIAMOND

1,0001 Reasons

The Heart *The Art* *The Fire*

- Shop for a Diamond
- Find A Jeweler Near You
- The Diamond Wizard
- Our Guarantee
- Inscribe Your Diamond
- Insure Your Diamond
- About Hearts On Fire

Go to Page

Diamond Inscription

*Words of love and more.
Personalizing your diamond.*

To ensure the authenticity of each Hearts On Fire diamond, we microscopically inscribe with a unique registered number on the edge. Together with a certificate from the American Gem Society, this ensures that your diamond meets the highest, most rigorous standard in the world. What's more, we'll also be happy to personalize your diamond with a personal inscription — for free. Create a romantic message, a special date, a secret phrase, or simply write "I love you." Your message will be etched in stone forever!

Diamond I.D.	Carats	Color	Clarity	Price \$
HOF11246	.073	G	V52	\$6,768.00

Please type the message below (up to 30 characters).

/
1600

FIG. 16



HEARTS ON FIRE™

D i a m o n d s

Order #	123456
Order Date	Thu May 25 17:05:42 EST 2000
Bill To	Mr. Stephen Walker 10234 Statler Dr. Belmont, CA 94002
Deliver To	Christian Bernard (Hillsdale)
Gift message	Yes
Payment method	Financed

Ordered items

Qty	Item ID	Description	Price (\$)
1	HOF12847	Round 0.70 carat diamond. Color: H Clarity: SI1	5,242.00
1	GEMSHLD0	No deductible Gemshield Insurance - annual premium	78.63
1	INSCRIBE	Custom Inscription	N/C
Sub-total for 3 items			5,320.63
In Store Pickup			N/C
CA Sales Tax (7.25%)			393.15
TOTAL			5,713.78

Product Sales (\$)	Product Cost (\$)	Internet Transaction Fee (\$)	Profit to Store (\$)
5,242	2,621	1,310.50	1,310.50

/
1700

FIG. 17

/1800

Insurance Application

Hearts on Fire has contracted with International Jewelers Block and Fine Arts Insurance Services, Inc. to provide you with insurance for your Hearts on Fire jewelry. Their GemShield® program is available online by simply filling out this application.

Date: **May 24, 2000**

Total amount of insurance:

Item(s) being insured

Purchaser

Name

Address

City

State/County



Zip

Home Phone

Office Phone

Possessor/Wearer - (if different from purchaser)

Name

Address

City

State/County



Zip

UNDERWRITING INFORMATION

- ☐ Yes ☐ No Does the person possessing the jewelry have multiple residences?
- ☐ Yes ☐ No Is there a central station alarm at the residence of the person possessing the jewelry?
- ☐ Yes ☐ No Is there a safe at the residence of the person possessing the jewelry?
- ☐ Yes ☐ No Have you or the person possessing the jewelry ever been convicted of a felony?
- ☐ Yes ☐ No Have you had any previous losses?

PLEASE READ CAREFULLY

This underwriting information is correct and true to the best of my knowledge. I understand that incorrect information may make this coverage unenforceable and it can be a crime to knowingly and with intent to mislead, file an insurance application containing any false information, or conceal information concerning any material fact.

- ☐ I acknowledge that on this date May 24, 2000 that I have read and understood the above statement.
- ☐ I acknowledge that I have read the above statement and wish to withdraw my application.

Continue

About International Jewelers Block and Fine Arts Insurance Services, Inc.

As a customer of Hearts on Fire.Com, acquiring insurance for your jewelry is a significant decision for you. You should protect one of your most valued possessions. Searching for the right company can be a mind boggling and tedious task.

Hopefully your search ends here with International Jewelers Block and Fine Arts Insurance Services, Inc. We are one of the leading agents and brokers in the United States for personal jewelry insurance. With five offices nationally, International Jewelers Block and Fine Arts Insurance Services, Inc. personnel have over 75 years active participation in the jewelry insurance industry. Be assured you will receive excellent specialized service at all times from experts who can anticipate and better meet your needs. If you have any questions, call us at 1-800-932-3062 ext. 3.

*Policy terms and conditions do apply. Please read your policy carefully.

[Return to application](#)

About GemShield®

Insuring Jewelry through a homeowners' policy is not always the best choice and it's not your only option. Homeowners' policies are designed to ensure homes, not jewelry. If a treasured piece of jewelry is lost, your homeowners' policy may require you to use a jeweler you don't know and trust. In these instances, the replacement may not match the standards and quality of the original piece, leaving you heartbroken over your loss and disappointed with the replacement.

To provide your jewelry with the proper insurance, International Jewelers Block and Fine Arts Insurance Services, Inc. developed GemShield®. GemShield® is a program which your jewelry insurance coverage is placed through, International Jewelers Block and Fine Arts Insurance Services, Inc. with an insurance company that has a A.M. Best® rating of at least an A and is financially stable. This coverage provides you with worldwide protection* and peace of mind. Since GemShield® is a replacement program, if a loss occurs, you can feel confident you will be working with Hearts on Fire.COM to replace the item to your complete satisfaction.

[Return to application](#)

/
1800

Quotation and Program Information

The following is your quotation. Please select one of the plans.
There is a minimum annual premium of \$20.

1800

/

Plan	Annual Premium
<input type="radio"/> No Deductible	\$73.70
<input type="radio"/> \$50 Deductible	\$71.86
<input type="radio"/> \$100 Deductible	\$70.01
<input type="radio"/> \$250 Deductible	\$66.33
<input type="radio"/> \$500 Deductible	\$62.64

PLEASE READ THE FOLLOWING PROGRAM INFORMATION

1. This is a replacement program. If your jewelry is lost or stolen, it will be replaced through Hearts on Fire.Com.
2. Hearts on Fire.Com is not a licensed insurance agent or broker. Any and all questions should be directed to the International Jewelers Block and Fine Arts Insurance Services, Inc. at 1-800-932-3062 ext.3
3. In most states coverage is being provided under a master policy issued to the International Jewelers Block and Fine Arts Insurance Services, Inc. by Kemper Insurance Company and its subsidiaries.
4. Coverage begins on the day you receive your jewelry from Hearts on Fire.Com
5. If you return the jewelry purchased through Hearts on Fire.Com, coverage ends once the jewelry leaves your possession
6. If you have been convicted of a felony, you are not eligible for the program.

IF YOU HAVE A LOSS COVERED UNDER THIS POLICY

- A. Contact the closest local police or fire department and complete a police or fire report. Please obtain a copy of the report, report number and the phone number of the police or fire department.
- B. Contact us at 1-800-932-3063 ext. 3
- C. We will notify Hearts of Fire.Com and someone will be in contact with you for the replacement of your insured jewelry items that were lost.
- D. Please send a copy of the police or fire report to International Jewelers Block and Fine Arts Insurance Services, Inc.

Please indicate your selection below

- ☐ I acknowledge that I have read and understand the quotation and the program information above. I wish to have the above marked quotation added to my shopping cart and charged to my credit card along with my Hearts on Fire.Com jewelry purchase.

- ☐ I acknowledge that I have read and understand the quotation and the program information above. I wish not to purchase the insurance at this time.

Continue

/

1800

FIG. 21

SHOP FOR A
DIAMOND

FIND A JEWELER
NEAR YOU

THE DIAMOND
WIZARD

INSCRIBE YOUR
DIAMOND

INSURE YOUR
DIAMOND

HEARTS ON FIRE
GUARANTEE

/2200

If you'd like to finance your diamond, we'll be happy to help. Just fill in the fo

First Name	<input type="text"/>	Middle Initial	<input type="text"/>
Last Name	<input type="text"/>	DOB (MM/DD/YY)	<input type="text"/>
SSN	<input type="text"/>	Home Phone #	<input type="text"/>
E-mail Address	<input type="text"/>	Mother's Maiden Name	<input type="text"/>
Address 1	<input type="text"/>	Address 2	<input type="text"/>
City	<input type="text"/>	State	<input type="text"/> Zip
	Rent/Own <input type="text"/>		
Months at Res	<input type="text"/>	Monthly Rent/Mortgage	<input type="text"/>

Employer Information

Current Employer	<input type="text"/>	Job Title	<input type="text"/>
Months at Job	<input type="text"/>	Salary	<input type="text"/>
Address	<input type="text"/>		
City	<input type="text"/>	State	<input type="text"/> Zip

FIG. 22

DIAMOND FIND A JEWELER THE DIAMOND WIZARD THE ABCs OF THE 4 Cs GUARANTEE



the DIAMOND WIZARD

HEA
THE WORLD'S

Maarten deWitte — "The Diamond Wizard" is a master diamond cutter and an internationally recognized expert on diamonds.

In The Diamond Wizard's domain you can learn the ABC's of the 4 C's, check out the diamond FAQs, ask the Wizard questions, discover 1,001 reasons to buy a Hearts On Fire diamond, and more.

/
2300

FIG. 23

POSTCARDS FROM THE HEART

What better way to celebrate an occasion, express your love, wish a friend well, thank someone, or just send a friend a surprise than an animated, personalized greeting from Hearts On Fire.

Select a category to the left to preview the selection of greetings. Then, just fill in the blanks and send!

Love Letters



Anniversary



Birthday



Thank You



Diamond Theme



The Wizard



CLOSE

/
2400

FIG. 24



HEARTS ON FIRE™

D i a m o n d s

<input type="button" value="Add"/>			<input type="button" value="Edit"/>			<input type="button" value="Find"/>		
Edit	In Stock	Product Id	Acquired	Size	Color	Clarity	Cost (\$)	Sell (\$)
<input type="radio"/>	<input checked="" type="checkbox"/>	HOF12368	05/26/00	0.241	G	VS2	472.00	1,417.00
<input type="radio"/>	<input checked="" type="checkbox"/>	HOF12314	05/26/00	0.763	H	VS2	3,150.00	6,299.00
<input type="radio"/>	<input checked="" type="checkbox"/>	HOF12913	05/10/00	0.330	I	SI1	502.00	1,254.00
<input type="radio"/>		HOF12527	05/08/00	1.067	H	VS2	6,183.00	11,130.00
<input type="radio"/>	<input checked="" type="checkbox"/>	HOF11521	04/30/00	0.290	G	SI1	450.00	1,349.00
<input type="radio"/>		HOF12379	04/30/00	0.280	H	VS2	458.00	1,373.00
<input type="radio"/>	<input checked="" type="checkbox"/>	HOF9728	04/20/00	1.006	F	VVS1	7,943.00	14,298.00
<input type="radio"/>		HOF12143	04/20/00	0.326	G	SI1	588.00	1,471.00
<input type="radio"/>	<input checked="" type="checkbox"/>	HOF12353	04/20/00	0.250	I	VS1	388.00	1,163.00
<input type="radio"/>		HOF12328	04/10/00	0.789	I	SI1	2,651.00	5,302.00

/
2500

FIG. 25



HEARTS ON FIRE™

D i a m o n d s

On this page, you can set a retail markup for diamonds sold in your exclusive zip codes which is higher than the minimum suggested markup set by Hearts On Fire. This feature is provided so that if you are getting higher markups in your retail locations, the Internet pricing for your zip codes will not under cut your retail prices.

To change a markup value, simply type in the your new markup for a specific price range. The system will generate an error if you try to enter a markup lower than the minimum markup for that price range. When your markups are the way you want them, click on Upadte. Any prices quoted to customers shopping in one of your zipcodes will be calculated based on the markups you just entered.

Your Cost(\$)		Minimum Markup	Your Markup
From	To		
0	500	3.0	<input type="text" value="3.0"/>
501	1,500	2.5	<input type="text" value="2.5"/>
1,501	2,000	2.3	<input type="text" value="2.3"/>
2,001	5,000	2.0	<input type="text" value="2.0"/>
5,001	10,000	1.8	<input type="text" value="1.8"/>
10,001	20,000	1.6	<input type="text" value="1.6"/>
20,001	-	1.5	<input type="text" value="1.5"/>

/
2600

FIG. 26



HEARTS ON FIRE™

D i a m o n d s

Current Month ▼

Go

Date	Order #	Total Sale(\$)	Your Profit(\$)
05/25/2000	<u>123456</u>	5,713.78	1,310.50
05/21/2000	<u>827635</u>	2,625.00	625.00
05/16/2000	<u>098172</u>	9,805.00	2,055.56
05/10/2000	<u>555430</u>	5,263.25	1,250.00
05/09/2000	<u>086412</u>	918.75	262.50
05/03/2000	<u>123456</u>	7,658.50	1,605.56
05/01/2000	<u>123456</u>	16,817.10	2,959.69
05/01/2000	<u>123456</u>	1,680.00	452.17
Totals		52,333.38	10,694.37

/
2700

FIG. 27